

command supports more than 14,000 soldiers with an annual contract execution of approximately \$350 million.

The command functions as the regional commander, providing Title X contingency contracting oversight for *JTF-180*. It provides backup support for large, complex or high-dollar procurements because the commander is vested with an unlimited dollar value warrant. The command has already awarded five contracts worth more than \$18 million since December 2003. Those contracts cover everything from military working dogs, commercial power generation, shower and toilet facilities, ballistic protection for helicopters and airfield construction. The command has made determined efforts to expand regional sources to reduce costs and reduce acquisition lead and delivery times to get much-needed supplies and equipment into the hands of military members more quickly.

This new command is at the forefront of providing warfighter support. Whether it is operating the Camp As Sayliyah base or providing contract support to soldiers in Afghanistan, USACC SWA QA is playing a major role in combating terrorism.

MAJ Douglas A. Schuetz is the Defense Cooperation in Armaments Officer, U.S. Embassy, Oslo, Norway. At the time the article was written, he was the Executive Officer and Deputy Director of Contracting, USACC SWA QA.

Army AL&T Magazine 2004 Readership Survey Results

The Army *AL&T* Magazine editorial staff would like to extend its appreciation to all those who responded to our 2004 Readership Survey in the May-June issue. Our driving goal is to provide Army Acquisition Corps professionals — and the Army at large — with salient educational articles, news and career information in the acquisition, logistics and technology (AL&T) arena. This survey will help us accomplish that goal by telling us where we're hitting the mark, where we need to make changes and where we might want to expand our editorial horizons.

By and large, the results from this survey were very positive with 77 percent of respondents indicating they read "All" or

"Most" of each issue. An impressive 89 percent indicated that the magazine was either "Very Useful" (54 percent) or "Sometimes Useful" (35 percent) in keeping readers informed about matters related to the acquisition, logistics, contracting and technology career fields. Eighty-two percent rated article quality as either "Excellent" (48 percent) or "Good" (34 percent).

One reason for these impressive ratings is the magazine's new layout and design. Another is the quality of the articles submitted by so many talented authors who are subject matter experts in their respective fields. On a scale of 1 to 5, with 1 indicating best, between 77 percent and 83 percent of respondents marked 1 or 2, respectively, for "General Appearance," "Page Layout," "Charts and Graphs," "Photos/Captions," "Addition of Color Pages" and "Addition of New Sections."

On the topic of layout and design, though, the survey elicited a handful of questions concerning the magazine's expense. "The use of such high quality paper and printing is too extravagant for just informing the workforce on projects and programs. In comparing the overall look and feel to Newsweek or Time magazine, this publication is extravagant in its appearance and hard to justify from a cost standpoint." This reader's sentiment was echoed about a dozen times, and clearly warrants response.

The Secretary of the Army has made it clear that he is concerned with the benefits and the costs of all Army publications. Because of improvements in the way we publish *AL&T* — a more professional editorial process, leveraged relationships with printing contractors and use of state-of-the-art desktop publishing and printing technologies — we are able to produce the magazine on better paper with color photographs and graphics, for a larger subscriber population, on the same budget that we had a year ago. In short, while the magazine looks better, and is an easier read for most of the workforce, it costs about the same to produce. The only actual cost that has gone up is postage to mail the magazine because we are producing much larger, information-packed issues.

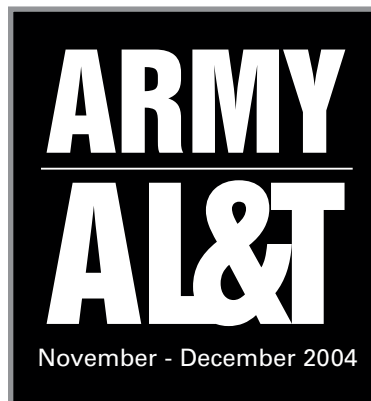
Without diminishing the value of our new eye-catching layout and design, we feel the primary driver behind the reader survey ratings is improvement in *AL&T* content. The addition of new features and columns further added to the magazine's overall appeal. A majority of readers found real value in our cover stories, lead articles, news briefs and the ever-popular Army Acquisition Executive and Acquisition

Support Center Director columns. The section titled “Did You Know?” also proved well-read. Other magazine sections were less popular, ranging from a 24 percent preference for Contracting Community Highlights, to a 5 percent preference for the DAR Council Corner. This information regarding reader preferences will prove valuable as we allocate editorial space in upcoming issues.

On the question of balance between longer and shorter articles, most respondents indicated no preference for change. However, 36 percent of respondents stated that they prefer shorter articles. Only 8 percent stated that they would like longer, more detailed pieces. These results are something we will analyze as we move forward.

In determining balance between types of articles, we received a large variety of reader comments. Some readers want more articles on the “nuts and bolts” of technology, while others say that “the technology stuff” goes right over their heads. Some readers wanted more logistics articles. Still others wanted more acquisition-oriented articles. Several readers suggested we add technology. Numerous readers requested more information on the value of AL&T programs to warfighters in Iraq and Afghanistan. Others wanted to capture more on best practices here at home. Some readers wanted more information about program, project and product management. Likewise, a core group preferred a greater focus on hard-core research, development and engineering. This variety is not surprising given the diverse audience *Army AL&T Magazine* is published for. Our readership consists of “all uniformed and civilian men and women dedicated to researching, managing, developing, testing, evaluating, contracting, fielding and sustaining the Army’s warfighting systems and the equipment to support the Army’s transformation from the Current to Future Force.”

In fact, *Army AL&T Magazine*’s intent as a professional journal is to meet as many reader preferences as possible. We recognize that no one article, or even a given issue, will meet the entire workforce’s requirements, so I encourage you to keep coming back! Our objective is to cover as much ground as possible over time. That’s why specific reader suggestions are of great value to our editorial staff. The recommendations we received are a veritable treasure trove of great ideas for our 2005 editorial calendar.



With the advent of our new Web Edition, we can address the professional development, training, information and news needs of an even larger audience. Sixty-three percent of respondents stated that they do not go online for additional or more detailed *Army AL&T* content. Another 17 percent stated they were not aware that going online was even an option. Little did we realize that even among those who do use the online service, only a minority visits the site more than once a month. Clearly, we need to do a better job of promoting our online edition.

Not surprisingly, we discovered that our subscribers also read a variety of other publications, with the largest number (36 percent) stating that they read *Army Magazine*, the Association of the United States Army publication. Also quite popular are *Soldiers Magazine*, *Defense AT&L* and *Army Logisticians*. This is good information, because it helps our staff to better understand the subjects, orientation and issues of greatest interest to our own readers.

Finally, we will examine how the magazine is presented in general. In response to the first survey question, regarding how many of the previous six issues had been read, only three respondents replied “None.” In response to the follow-on query, “If none, why?” one person stated that, “I read none fully. Content is self-advertising hype.” While this appears to be a minority position, it’s one that took us by surprise.

On one hand, it’s worth noting that much of the magazine’s content is indeed “self-advertising,” and that this is by design, since the “self” in question is the Army acquisition community. As a whole, this “community” has made tremendous strides over the last several years to tell an extremely important story to the Army’s combatant commanders and their Soldiers — “We are here to serve you!” *Army AL&T Magazine* is just one of many mediums the workforce uses to share its success stories.

However, from a credibility standpoint, we must acknowledge that as an organization we tend to advocate the premise that there are no “problems” only “challenges.” In other words, we may tend too frequently to focus on the success at the end of a tunnel, while glossing over the genuine obstacles and missteps that may have preceded that success. Doing so only trivializes the success itself. Moreover, there are certainly examples of obstacles and missteps that have not been overcome, or which have yet to yield success.

While it is not our objective to dwell on the negative or play the role of judge and jury, we do recognize the value in exploring those problem areas that are not unique to one project or another, but which many of our readers may confront, often with frustration and less than stellar results. Addressing these areas also serves to motivate and educate the community as a whole. It helps to know that you are not the only one facing a certain challenge, and it would help to know what others are doing to try and overcome similar problems.

That sort of focus was asked for in several of the comments that we received in answer to questions about future articles or changes to the publication. While the vast majority of submitted comments were positive, it was clear that a greater emphasis on "lessons learned," both positive and negative, would be appreciated. Again, this is something we will address to the Editorial Advisory Board chaired by the Army Acquisition Executive.

Having had an opportunity to review the survey results, we wanted to share this information with our readers. On behalf of the entire *Army AL&T* Magazine editorial staff,

thanks for completing the survey. We take your feedback and recommendations seriously, and appreciate your candid comments and your vote of confidence in letting us know you value our publication.

Best wishes for a joyous holiday season and much success in the New Year.



Michael I. Roddin
Editor-in-Chief
Army AL&T Magazine

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United States Postal Service
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(1) Paid in Advance (Subscriptions, Single Copies, and Other Paid Circulation)		291	291
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 MICHAEL I. RODDIN, EDITOR-IN-CHIEF
Date: 19 Nov 04

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (18 USC 1001).

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- Be sure to furnish all circulation information called for in item 15. Free circulation must be shown in items 15d, e, and f.
- Item 16: Copies and Distribution. Must include 14 consecutive copies beginning with the first issue published in the preceding 12 months, dated from the first issue to the last. Copies of other issues, which may be included, must be identified.
- If the publisher has previously published as a general or nonprofit publication, this Statement of Ownership, Management, and Circulation must be submitted. It must be printed in any issue in October or, if the publication is not published during October, the first issue printed after October.
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